

APPLICANT: Kamr AMJADI
SERIAL NO.: 09/251,480
DOCKET NO.: 24122-402

C. Remarks

Applicant thanks the Examiner for the courtesies extended to the Applicant's representative during the personal interview conducted on September 11, 2003.

A Request for Continued Examination (RCE) is being concurrently filed with this Amendment.

Applicant has amended the claims so as to clarify and more particularly indicate the claimed subject matter. The amendments are made for the purpose of expediting prosecution and not in response to any ground or reason of patentability presented by the USPTO.

Claims 1-21 are all the claims pending in this application. Reconsideration and allowance of all of the rejected claims are respectfully requested in view of the foregoing remarks.

Claim Rejections

Claims 1-21 remain rejected under 35 U.S.C §102(e) as allegedly being anticipated by MacNaughton, *et al.* (USP 5,796,393). Applicant respectfully traverses this rejection on the following basis.

Independent claims 1, 11, and 21 recite the feature of receiving incentive information from the host reflecting available incentives corresponding to the identifying information of at least one of the subscriber identification and the server identification, wherein the identifying information is provided to filter the available incentives based on an exclusion or inclusion list, among other things. Independent claims 8 and 18 recite the feature of receiving, in response to the access request, incentive information reflecting available incentives corresponding to the subscriber identification, wherein the server provides the subscriber identification to a host that

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filters the available incentives based on an exclusion or inclusion list associated at least with the subscriber identification, among other things. In an exemplary embodiment, server 410 uses subsystem 414 to access database 412 and locate a subscriber account based on the subscriber ID or, if a Network Server ID is transmitted, process 414 may use the Network Server ID to look in Incentive Server Database 412 for a list of specific incentives to be excluded or included based on the Network Server ID, and filter the incentives in the subscriber's account in accordance with the list before transmitting them to Network Server 420 (see page 15, first full paragraph of the specification).

MacNaughton et al. is directed to a Community Browser that enhances a user's on-line experience by enabling those with similar interests or shared circumstances to enjoy on-going social relations (see MacNaughton et al., col. 3, lines 8-10). In particular, MacNaughton et al. discloses a community server 18 that interacts with a Membership database 44 to determine if a user belongs to the community associated with the URL (see MacNaughton et al., col. 8, lines 10-12). If it is determined that the user belongs to a community, the user is given the opportunity to enter the community (see MacNaughton et al., col. 8, lines 12-14). The user may then access all information pertaining to the community, the same as any other community member (see MacNaughton et al., col. 8, lines 14-23). MacNaughton et al. is therefore deficient because it fails to disclose using identifying information to filter the available incentives based on an exclusion or inclusion list. Rather, MacNaughton et al. discloses that once a user is provided access to a community, the user may view all the information just the same as any other community user.

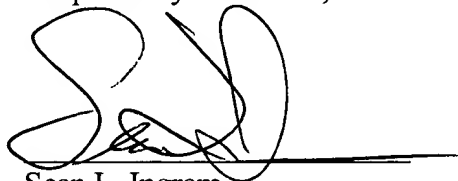
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Since MacNaughton et al. neither discloses nor suggests the invention claimed in independent claim 1 and its dependent claims 2-7, or the invention claimed in independent claim 8 and its dependent claims 9 and 10, or the invention claimed in independent claim 11 and its dependent claims 12-17, or the invention claimed in independent claim 18 and its dependent claims 19 and 20, or the invention claimed in independent claim 21, these claims clearly are not anticipated by MacNaughton et al.'s disclosure. For the foregoing reason, reconsideration and allowance of these claims are requested.

If the Examiner believes that a telephone conference or personal interview would advance prosecution of this application in any manner, the undersigned attorney stands ready to conduct such a conference at the convenience of the Examiner.

Dated: September 30, 2003

Respectfully submitted,



Sean L. Ingram

Registration No.: 48,283

(for James G. Gatto, Reg. No. 32,694)

MINTZ, LEVIN, COHN, FERRIS, GLOVSKY AND
POPEO P.C.

12010 Sunset Hills Road, Suite 900

Reston, Virginia 20190

703-464-4800

CUSTOMER NO.
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